

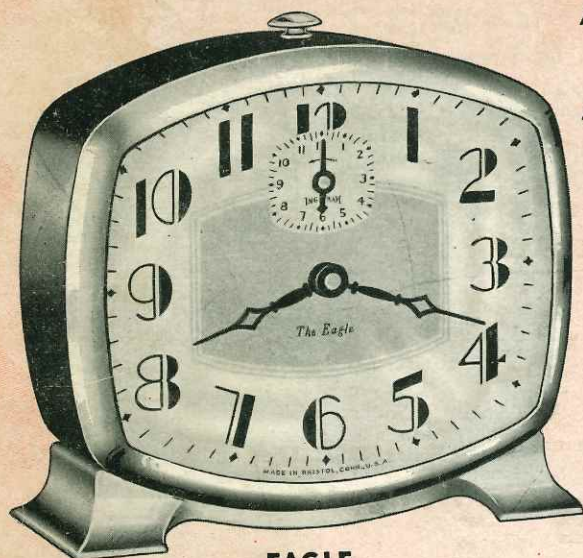
W-2

offers you

NOV 10 1937

OFFICE

## A SENSATIONAL JUBILEE ALARM CLOCK ASSORTMENT

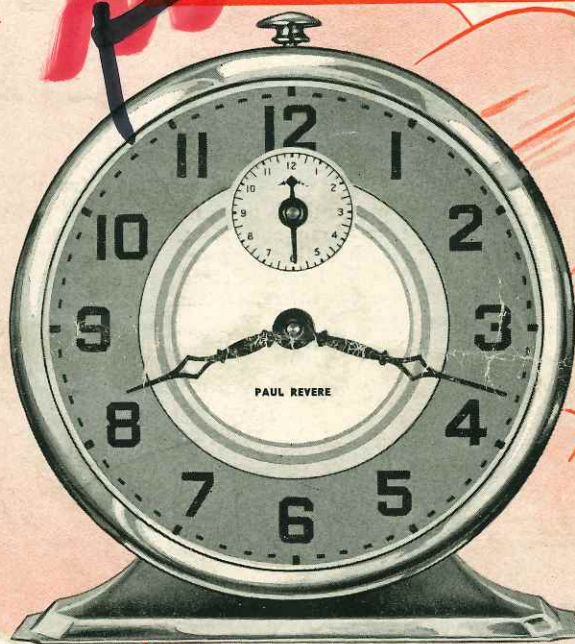


**EAGLE**  
(12 pieces)

Here is an amazing opportunity that you can quickly convert into record sales. Alert clock buyers will immediately recognize what outstanding values this alarm clock assortment represents. All made and guaranteed by Ingraham, manufacturers of good time-keepers for over a century. Styled and priced to sell on sight. Order a quantity for immediate promotion.

**68c**

Each  
Minimum Order:  
One Assortment (48 Clocks)



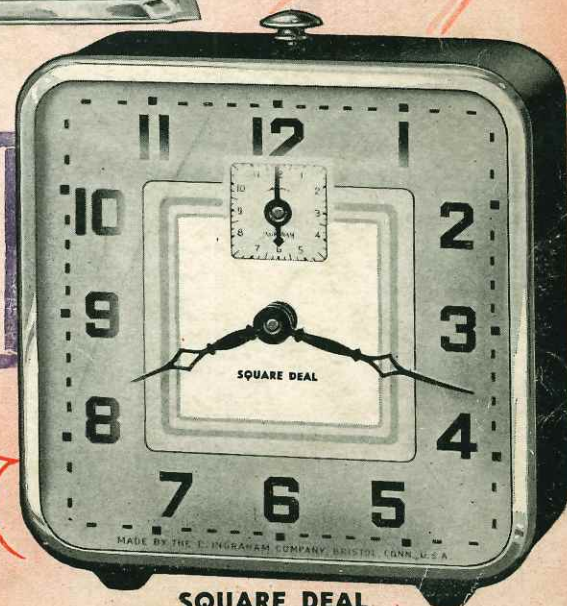
**PAUL REVERE**  
(12 pieces)

### 1C-4837 - JUBILEE ALARM CLOCK ASSORTMENT FOR 1937!

Consists of:

- |                                       |                     |
|---------------------------------------|---------------------|
| 4 SQUARE DEAL ALARM (Assorted Colors) | 8 Black and Nickel  |
| 8 Ivory and Gilt                      | 4 Bronze and Copper |
| 4 Green and Nickel                    |                     |
| 2 EAGLE ALARM (Assorted Colors)       | 4 Black and Nickel  |
| 4 Ivory and Gilt                      | 2 Bronze and Copper |
| 2 Green and Nickel                    |                     |
| 2 PAUL REVERE ALARM (Assorted Colors) | 4 Black and Nickel  |
| 4 Ivory and Gilt                      | 2 Bronze and Copper |
| 2 Green and Nickel                    |                     |

RETURN TO  
DESIGN DIV.



**SQUARE DEAL**  
(24 pieces)

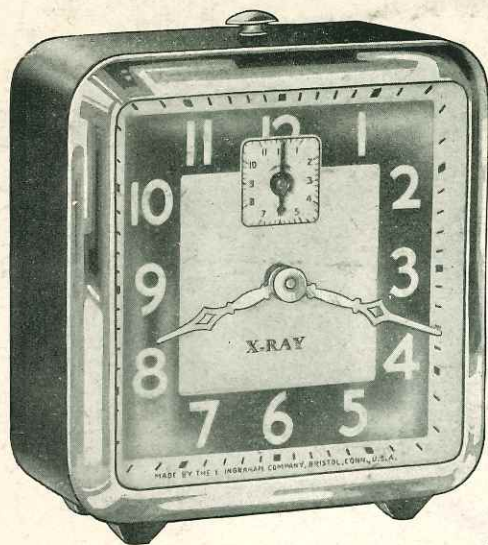
3 CLOCKS—Total Assortment ..... **68c**  
Each

PACKED AND SHIPPED ONLY IN ASSORT-  
MENTS OF 48 AS DESCRIBED ABOVE

We reserve the right to limit orders to a total of  
3 assortments to a dealer (144 clocks)

MADE BY THE E. INGRAHAM COMPANY, BRISTOL, CONN., U.S.A.

**COHEN & SONS CORP., 584-586 BROADWAY, NEW YORK**



**1.C-5R • Square X-Ray Alarm by Ingraham**

**COLORS:** Ivory and Nickel; Bronze and Copper; Black and Nickel

A clock that's sure to click! Features full radium dial and hands. Popular square case. Mellow alarm. Convenient stem shut-off ..... **95¢** Ea.



**1.C-201 • Westclox Big Ben Loud Alarm**

**COLORS:** Black and Nickel

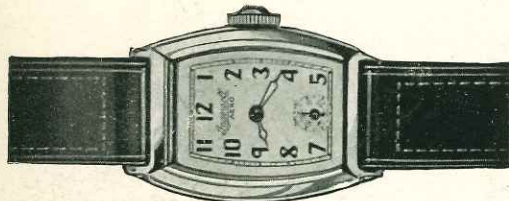
Big Ben is now being offered and advertised to consumer at lowest prices ever. Get your share of this ready market. Feature the Big Ben. Height 5 1/4" ..... **1.72** Each Less 2%

**9.C-211**— Same as above with luminous dial, \$2.42 each, less 2%



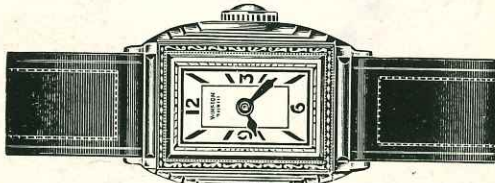
**1.C-5 • Everbrite Square D Made Especially for Us by Ingraham**

**COLORS:** Ivory and Gilt; Bronze and Copper; Green and Nickel; Black and Nickel; Red and (The outstanding value in its price class. For guaranteed 30-hour movement. Mellow alarm. Priced low for volume sales ..... **69**



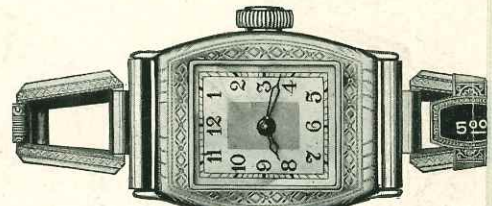
**1.C-221 • Ingersoll Aero Wrist Watch**

Re-orders pouring in from everywhere indicate what a sensation the Aero is. Etched silver dial with radiolite hands. Handsome chrome case. With leather strap or metal band ..... **2.21** Each Less 2%



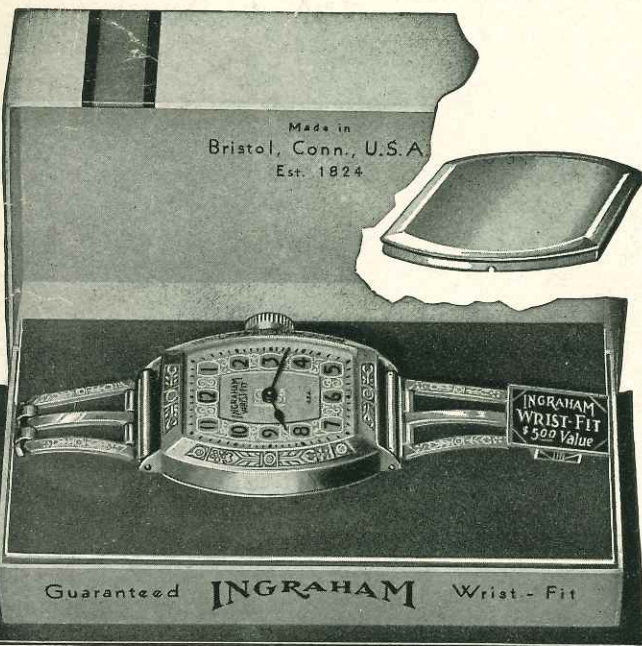
**1.C-501 • Winston 7-Jewel Strap Watch**

A new watch that's tagged for record sales. American-made 7-jewel movement. Indestructible chrome case. With leather strap or metal band. Individually boxed. Priced low to defeat all competition ..... **3.15** Each Less 2%



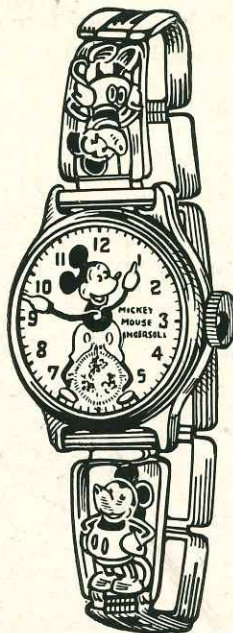
**1.C-53 • Gem Wrist Watch Made by New Haven**

About as smart looking a strap watch as you can find at any price. Features a two-toned silvered case with raised inner panel. Popular curved case is chrome plated. With leather strap or link bracelet ..... **1.95** Each



**1.C-106 • Ingraham Wristfit**

A sales leader for years—and still going strong. First in smartness... first in value. Chrome case curved to fit wrist. Etched dial. With metal band or leather strap. A sure-fire profit builder! ..... **1.69** Each



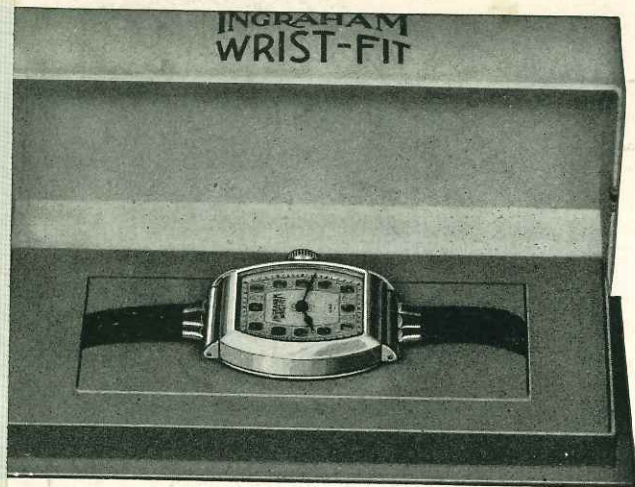
**1.C-3 • Ingersoll Mickey Mouse Wrist Watch The Official Timekeeper for Children**

Thousands of jewelers sold out every Mickey watch they had. Order a quantity now for the many thousands of children who were disappointed last Xmas. Metal band or leather strap ..... **2.06** Each Less 2%



**1.C-802 • Everbrite Leader Wrist Watch**

Everything the name implies. A leader in accuracy, beauty value. Superlative American lever movement. Distinguished chrome case. Genuine leather strap or metal link band. And priced to please your thriftiest patrons ..... **1.95** Each



**I.C-112 • Ingram Wristfit**  
 till a favorite with alert jewelers! Second to none in appearance and accuracy. Its etched dial is a thing of beauty. Three-strand leather cord. A value to keep your business booming! **1.75** Each



**I.C-680 • Wrist Ben**  
 by Westclox

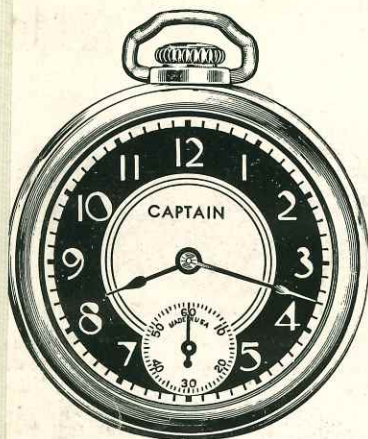
The pride of the Westclox family, makers of Big Ben. Accurate, handsome, sturdy. Smartly styled Wadsworth case. Retail \$3.95. Includes gift box. **2.77** Each  
 Less 2%

(We Stock a Complete Line of Westclox)



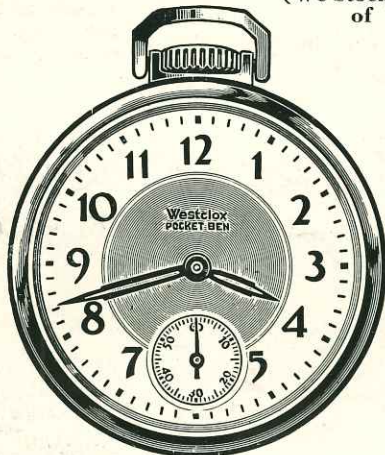
**I.C-8026 • Everbrite Leader Wrist Watch**  
 Natural Gold Finish

Everbrite's topnotch value! It's making sales history for thousands of jewelers. Fine 10 Kt. Rolled Gold Plate case is hand-somely designed. Silver-plated dial. Gilt numerals. American lever movement. With second-hand. Leather strap. Boxed in a rich blue and gold gift case **3.15** Each  
 Less 2%



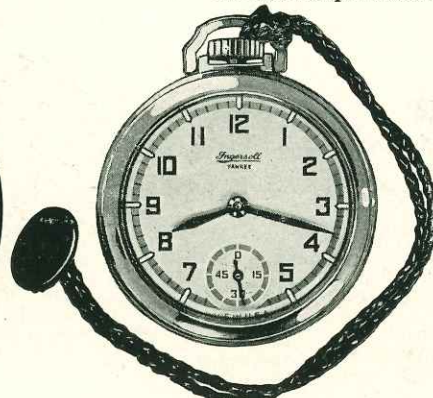
**I.C-8 • Everbrite Captain Pocket Watch**

One will always stand out! And in the pocket watch class, it's the Captain. Unbreakable crystal. Etched silver black track dial. Specially priced... **68¢** Ea.



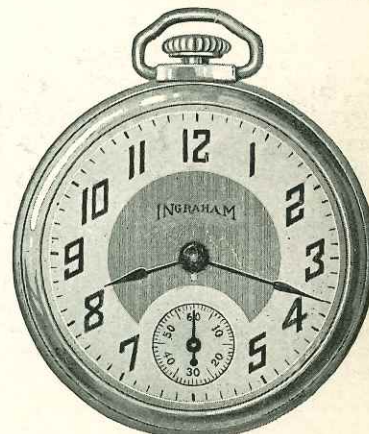
**I.C-46 • Westclox Pocket Ben**

A de-luxe model. New, thin model with a more accurate movement and a more beautiful case. Unbreakable crystal... **1.05** Each  
 Less 2%



**I.C-805 • Ingersoll Yankee**

A four-star feature! Starring a handsome, streamlined case (dust-proof); stay-put unbreakable crystal and a modest price that means mighty profits. Including leather lapel cord... **1.05** Each  
 Less 2%



**I.C-12 • Everbrite Ideal Pocket Watch**

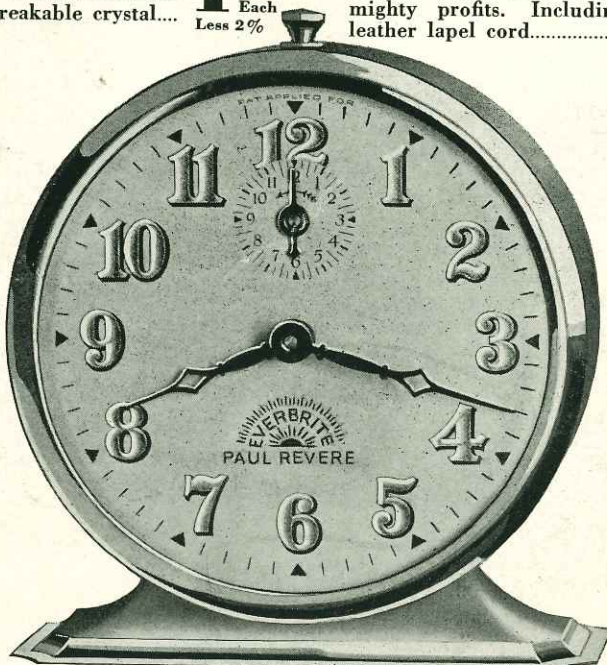
Perfect for promotions. It's a whale of a value—just the watch for dollar-day sales. Chased bezel and back. Etched silver dial **70¢** Ea.



**I.C-502 • Ingersoll Sample Assortment**

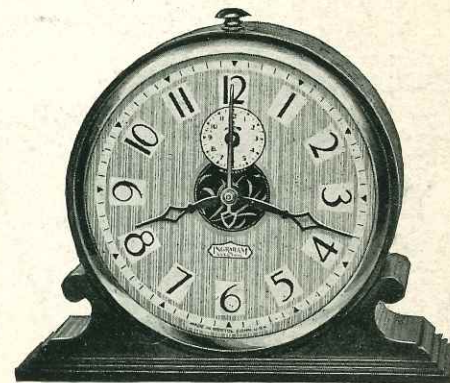
FREE—Sales-Building Display Stand—FREE  
 Ingersoll has grouped its fastest selling clocks and watches and designed a special, eye-catching sales stand to hold them all... **9.07** Each  
 Less 2%

Assortment includes:  
 1 Call Alarm.....\$ .88  
 1 Daybreak Alarm 1.52  
 1 Aero Wrist Watch 2.21  
 1 Petite Alarm.....\$1.52  
 1 Mickey Mouse..... 2.06  
 1 Ensign ..... .88



**I.C-20 • Everbrite Paul Revere Alarm**

Made for Us by Ingersoll  
 COLORS: Ivory and Brass; Bronze and Copper; Green and Nickel; Black and Nickel  
 A magnificent, mellow-toned alarm. Attractive round face. Quality-built throughout. Fully warranted movement. Rich lustre finish. A real sales-builder!... **68¢** Ea.



**I.C-MA4 • Ingram Electric Alarm**

Manual Starting—Synchronous  
 Wood Cased Electric Alarm. Height 5 1/4", Width 6 1/4", Dial 4 1/2". Chromium-plated sash. Handsome etched silver-plated dial. Case made of mahogany with rich hand-rubbed lacquer finish. A.C. 60 cycles. A fortunate purchase makes this low price possible... **1.65** Each  
 Limited Quantity Subject to Prior Sale

# CROSBY

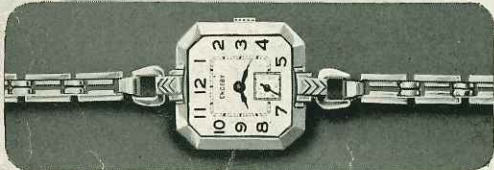
## ★ WATCHES



9.W-514R CROSBY 7 JEWEL—5¼ Ligne. Smart, rich design. Natural 10K Rolled Gold Plate Case. Latest ratchet link bracelet. Boxed..... **7.85** Each  
With 17 Jewels.....\$9.85 Each



9.W-7340 CROSBY 7 JEWEL—7¾ Ligne. New model! Natural 10K Rolled Gold Plate Case with flexible ring attachment. Hadley Silk Cord. Boxed..... **8.85** Each  
With 17 Jewels.....\$10.85 Each



9.W-7341 CROSBY 7 JEWEL—7¾ Ligne. Popular square design. Natural 10K Rolled Gold Plate Case. Gold-filled Ratchet Band to match. Boxed..... **7.85** Each  
With 17 Jewels.....\$9.85 Each



9.W-5141 CROSBY 7 JEWEL—5¼ Ligne. New petite round model. Natural 10K Rolled Gold Plate Case. Smart, ratchet round link bracelet. Boxed. **7.85** Each



9.W-834 CROSBY 7 JEWEL—8¾ Ligne. Popularly priced round model to bring you a real profit. Chrome case. Steel back. Ratchet bracelet. Boxed..... **5.75** Each  
9.W-834N—Same as above in 10K Natural Rolled Gold Plate Case..... **6.85**



9.W-5142 CROSBY 7 JEWEL—5¼ Ligne. Chic step design. Square dial Natural 10K Rolled Gold Plate Case. Ratchet bracelet. Our best seller. Boxed..... **7.85** Each  
With 17 Jewels.....\$9.85 Each



9.W-7342 CROSBY 7 JEWEL—7¾ Ligne. Daintily engraved. Natural 10K Rolled Gold Plate Case. Round ratchet link bracelet. Boxed. A big value!..... **7.85** Each  
With 17 Jewels.....\$9.85 Each



9.W-7343 CROSBY 7 JEWEL—7¾ Ligne. 2 sparkling diamonds set in a 10K Natural Rolled Gold Plate Case. Ratchet leather cord attachment. Boxed..... **9.45** Each  
With 17 Jewels.....\$11.45 Each



9.W-423D CROSBY 7 JEWEL—4¾ Ligne. Lovely baguette. Chrome case, steel back. Studded with 2 diamonds. Ratchet bracelet to match. Unusual value! Boxed..... **7.85** Each  
With 17 Jewels.....\$9.85 Each



9.W-7344 CROSBY 7 JEWEL—7¾ Ligne. 4 fine diamonds mounted in 10K Natural Rolled Gold Plate Case. Ratchet leather cord attachment. Boxed..... **10.95** Each  
With 17 Jewels.....\$12.95 Each

All CROSBY Watches are furnished with luxurious gift box illustrated on the left. Beautiful blue velvet with a contrasting, lustrous gift base.

## CROSBY GUARANTEE

Every CROSBY watch is guaranteed to be mechanically perfect before it leaves the factory. Any part that may become defective due to a defect in original manufacture will be replaced or repaired without charge.

EVERBRITE WATCH CO., INC.  
New York, N. Y.

# CROSBY WATCHES

Every CROSBY Watch comes to you beautifully boxed, as illustrated below. Blue velvet. Lustrous gilt base.

★  
RETURN TO  
DESIGN DIV.  
★



9.W-1161 CROSBY 7 JEWEL—11½ Ligne. Masculine—sturdy! 10-K Natural Rolled Gold Plate Case. Steel back. Genuine pigskin strap. Boxed ..... **5.45** Each  
With 17 Jewels.....\$7.45 Each



9.W-1113 CROSBY 7 JEWEL—11½ Ligne. Newest Star 10K Natural Rolled Gold Plate Case. Steel back. With two-strand leather cord. Boxed ..... **5.95** Each  
With 17 Jewels.....\$7.95 Each



9.W-1114 CROSBY 7 JEWEL—11½ Ligne. Star 10K Natural Rolled Gold Plate Case. Steel back. Raised figure dial. Pigskin strap. Boxed ..... **5.75** Each  
With 17 Jewels.....\$7.75 Each



9.W-1115 CROSBY 7 JEWEL—11½ Ligne. 10K Natural Rolled Gold Plate Case. Steel back. Raised numerals. Pigskin strap. Boxed. Specially priced..... **5.45** Each  
With 17 Jewels.....\$7.45 Each



9.W-1120 • CROSBY RIST-FORM  
"Curved to Fit the Wrist"

The biggest feature in years. It's sweeping the country. It's the most popular man's watch to-day. Accurate 7 jewel movement. 10K Natural Rolled Gold Plate Case. Smart pigskin strap. Boxed ..... **8.95** Each



9.W-1112 CROSBY 7 JEWEL — 11½ Ligne. Chrome case. Steel back. Latest assorted designs. Chrome ratchet band to match. Boxed. An exceptional value! **4.45** Each

EXCEPTIONAL  
*Reliability*

# WALTHAM

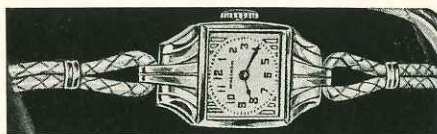
BEAUTIFULLY  
*Styled*



1.W-918 • Waltham—9 Jewels  
6½ Ligne

A sales success! Exquisite 10 Kt. Rolled Gold Plate case. 2-strand ratchet cord. Priced to bring you a bigger mark-up! **12.20** Each

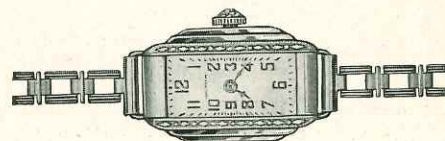
1.W-9185—Same as above in 15 Jewels, \$14.20 Each



1.W-920 • Waltham—15 Jewels  
6½ Ligne

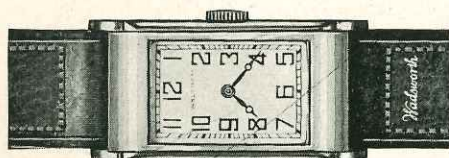
A splendid timekeeper and a splendid value! Distinctive 10 Kt. Rolled Gold Plate case. Artistic dial. Leather cord with gold-filled fittings..... **14.20** Each

1.W-921—Same as above in 9 Jewels, \$12.20 Each



1.W-7662 • Waltham—9 Jewels  
7¼ Ligne

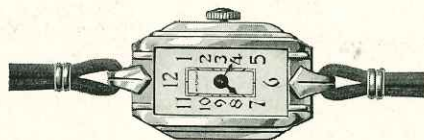
Sells on sight! Here is a feature that has eye-appeal... AND PRICE APPEAL! 10 Kt. Rolled Gold Plate Star case—Natural. Gold-filled ratchet band to match **10.75** Each



1.W-759 • Waltham—9 Jewels  
7¼ Ligne

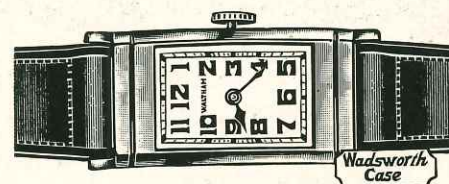
When you see this feature, you'll understand why it is one of the country's best sellers. Handsomely styled 10 Kt. Rolled Gold Plate Wadsworth case **11.15** Each

1.W-759A—Same as above in 17 Jewels, \$14.35 Each



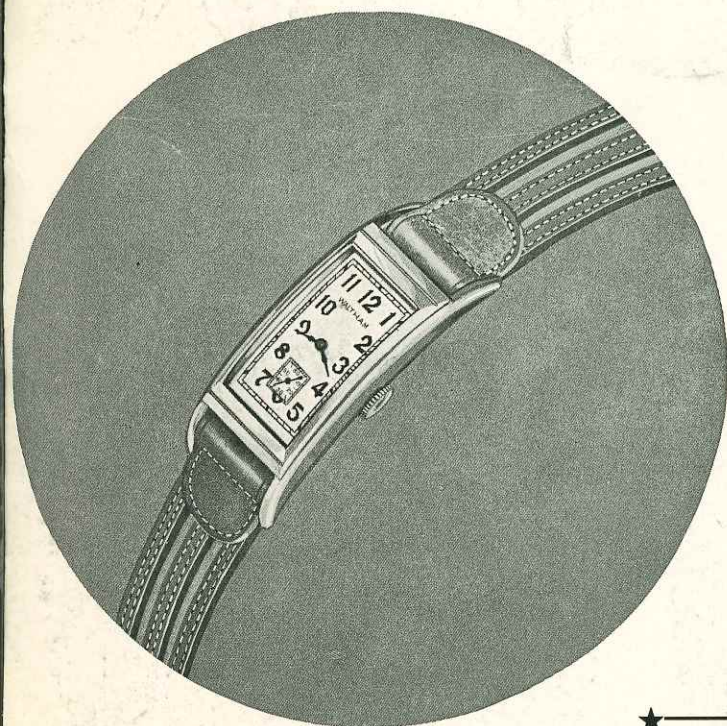
1.W-766TT • Waltham—9 Jewels  
7¼ Ligne

A sure-fire winner wherever featured. Perfect for January promotion. High-styled; low-priced. Chrome case—stainless steel back. Ratchet link bracelet..... **9.55** Each



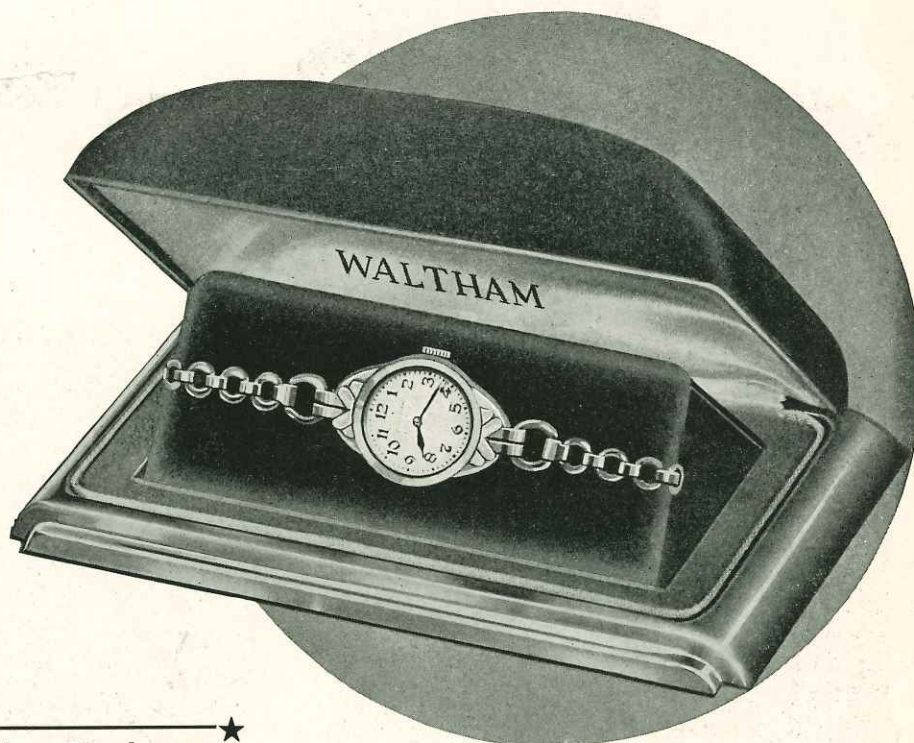
1.W-764 • Waltham—9 Jewels  
7¼ Ligne

A matchless beauty popular with style-wise gentlemen. 10 Kt. Rolled Gold Plate case. A value for volume profits **11.15** Each



1.W-457 • Waltham—4½ Ligne  
"Curved to Fit the Wrist"

America's thinnest curved watch has clicked in a big way. The Leader suggests that you capitalize immediately by giving this feature a prominent display. Accurate 15-Jewel Waltham movement. 10 Kt. Natural Rolled Gold Plate case. Genuine pigskin strap. (The dial has no second hand.) Rush **17.05** Each in your order NOW!

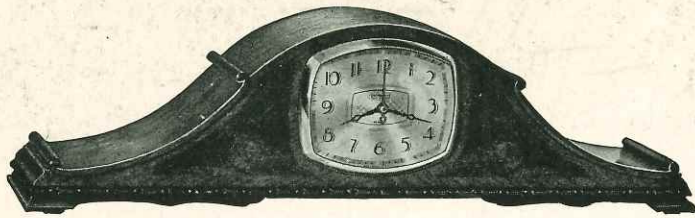


1.W-9180 • Waltham—15 Jewels  
6½ Ligne

The exceptional beauty of the number is one of the reasons why it is outselling all others. Delicately wrought 10 Kt. Rolled Gold Plate case. With Gold-filled Round Link bracelet **14.20** Each

1.W-9180A—Same as above in 14 Kt. Solid Gold Case, \$18.10 Each

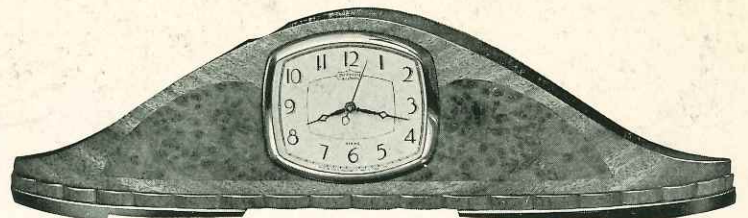
★ All Waltham Watches are priced without boxes. Luxurious gift box, as illustrated above, 50c additional. Box is covered with red velvet and has a gilt base.  
★  
WRITE FOR NEW CATALOG  
FEATURING WALTHAM  
PREMIER LINE  
★



**1.C-T6 • Ingraham Self-Starting Electric Clock Hour and Half-Hour Strike**

Streamlined—in the modern manner. Its magnetic beauty will catch the eye of every passer-by. Carved of mahogany and inlaid with rosewood veneer. Length 20". Height 5 3/4". Gilt sash. Silver dial. A.C. 60 cycles. On our recommendation, order a few!

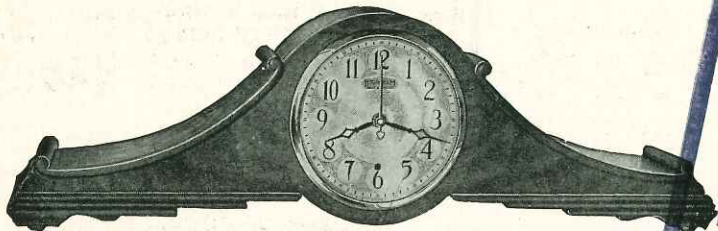
**7.60**  
Each



**1.C-SST8 • Ingraham's Streamlined Self-Starting Electric Clock Hour and Half-Hour Strike**

A glorious new creation . . . in the increasingly popular streamline style. Carved of genuine mahogany and fitted with a fine Ingraham movement. Gilt sash. Silver dial. Length 20". Height 5 3/4". A.C. 60 cycles. Excellent value!

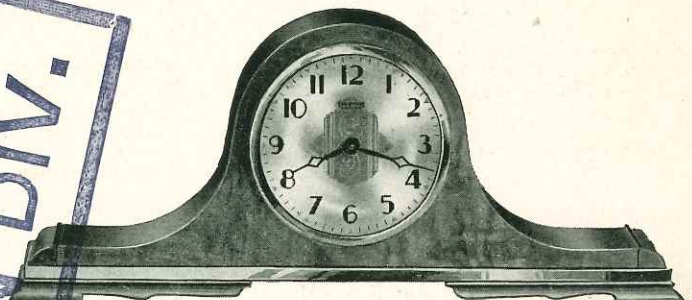
**7.95**  
Each



**1.C-320 • Ingraham's Streamline Tambour Clock**

Leads the parade because it has everything including a sensationally low price. Fashioned of selected American walnut—overlaid with burl walnut on each end. Self-starting synchronous motor. Gold-plated sash. Etched silver-plated dial. 20" long. 5 1/2" high. A.C. 60 cycles.

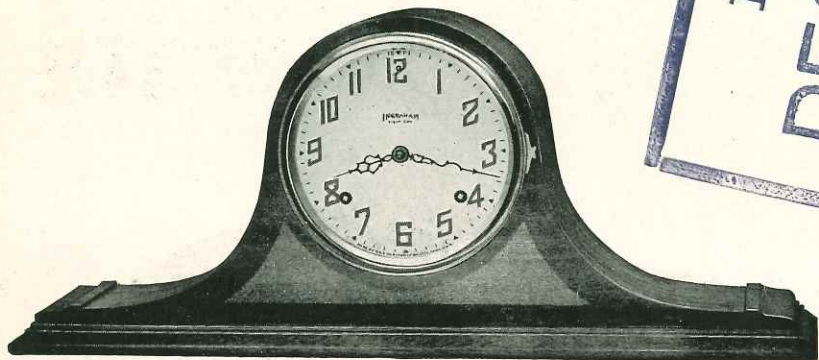
**4.95**  
Each



**1.C-503 • Ingraham's Penn 8-Day Marine Clock**

Don't pass up this extraordinary feature because the quantity is limited and won't last at this rock-bottom price. Genuine walnut case. Height 6 1/4". Length 14 7/8". Chromium-plated sash. 4 1/2" etched silver-plated dial. Subject to prior sale.

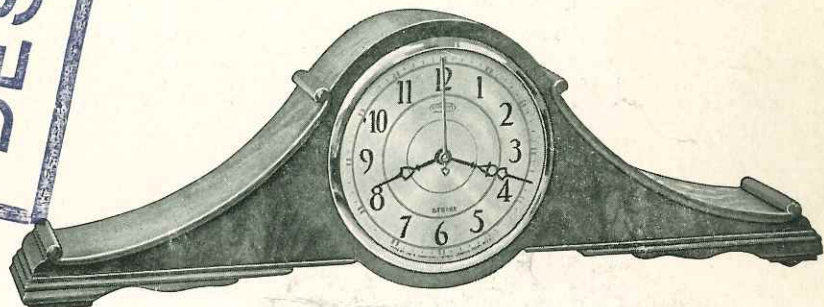
**2.50**  
Each



**1.C-350 • Ingraham's 8-Day, 2-Rod Chime Clock**

Here's a feature that's just loaded with sales appeal. Mahogany case. 6" silver dial. Length 20". Height 10". Case has a beautiful two-tone finish. Note the unusually low price.

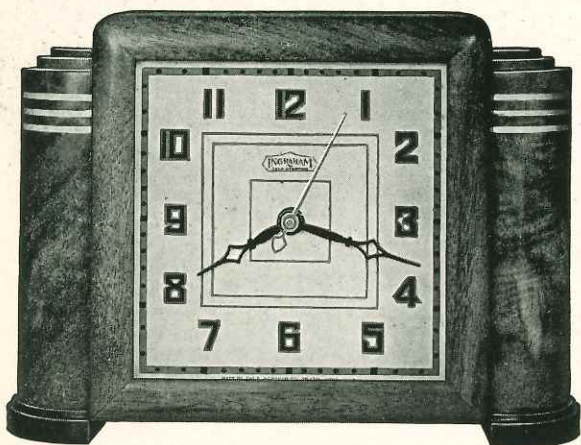
**4.25**  
Each



**1.CT-7 • Ingraham's Electric Hour and Half-Hour Strike Tambour Clock**

A distinguished clock that has captured first place on the sales lists of hundreds of jewelers. American walnut case—overlaid with burl walnut on each end. Self-starting synchronous motor. Gold-plated sash. Etched silver-plated dial. 20" long. 5 1/2" high. A.C. 60 cycles

**6.95**  
Each



**1.C-SD1 • Ingraham Compact Electric Strike Clock**

The smallest electric strike clock made . . . but one of the biggest values on the market. Walnut case with maple inlay. Self-starting synchronous movement. Strikes hour and half-hour on mellow-toned bell. Height 6". Width 8". 5" silver-plated dial. A.C. 60 cycles.

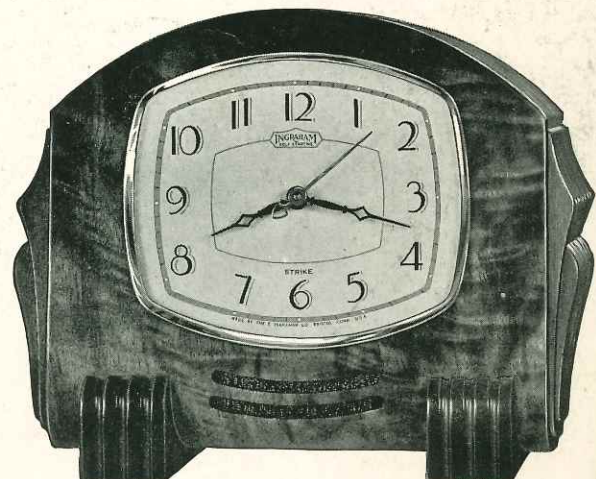
**4.45**  
Each



**1.C-S321 • Ingraham Clock Electric**

A brand new feature that promises to be one of the better sellers. Rich walnut case. Trimmed with ebony. 6" high, 5" wide. 4" silver and gold dial. Polished gold bezel. Self-starting. A.C. 60 cycles. Priced to bring you handsome profits.

**3.57**  
Each



**1.C-SD2 • Ingraham Compact Electric Strike Clock**

A superlative feature! Handsomely designed walnut case with ebony feet. Self-starting synchronous movement. Strikes hour and half-hour on rich-toned bell. Silver-plated dial. A.C. 60 cycles

**4.95**  
Each

# EVERBRITE'S GREATEST



## 1.S-2054 • Linton Silver Plate— 50-Piece—Service for 8

Guaranteed Silver-Plated Flatware

One of America's foremost silversmiths manufactures this luxurious silverware for us. Each and every piece is silver-plated on a rustproof base of 18% nickel silver. Linton compares favorably with the most costly type of fine tableware. The sensational low price will enable you to meet—and beat—all competition. Consists of: 16 Teaspoons; 8 Soup or Dessert Spoons; 8 Dinner Forks; 8 Hollow Handle, Stainless Steel Knives; 8 Salad Forks; 1 Sugar Spoon; 1 Butter Knife. Complete with natural wood finish chest—anti-tarnish lined.....

**6.45**  
Set

## 1.S-2502 • 26-PIECE SET

6 Teaspoons  
6 Soup or Dessert Spoons  
6 Dinner Forks  
6 Dinner Knives (Stainless Steel, Mirror Finish)  
1 Butter Knife  
1 Sugar Spoon  
With Luxurious Anti-tarnish Chest

**2.37**  
Set

With Hollow Handle Knives

**3.60**  
Set

## 1.S-2503 • 38-PIECE SET

12 Teaspoons  
6 Soup Spoon.  
6 Dinner Forks  
6 Salad Forks  
6 Dinner Knives (Stainless Steel, Mirror Finish)  
1 Butter Knife  
1 Sugar Spoon  
With Luxurious Anti-tarnish Chest

**3.37**  
Set

With Hollow Handle Knives

**4.65**  
Set



1.S-2500

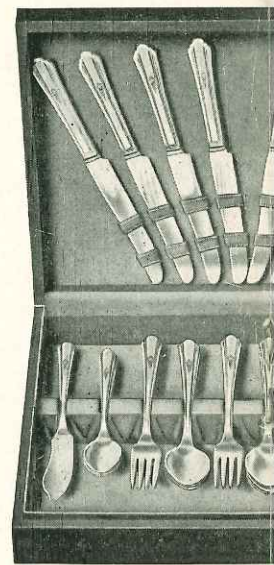
## 1.S-2500 • 26-Piece Sterling Silver Service for Six Sylvan Pattern

Everbrite has done the impossible. Presenting a heavyweight sterling silver set—in the magnificent Sylvan pattern—at a price that is only slightly higher than what you ordinarily pay for fine silverplate. Capitalize on this sterling value. Order now for immediate promotion.

Consists of: 6 Teaspoons; 6 Dessert or Soup Spoons; 6 Regular Forks; 6 Dinner Knives (Stainless Blades); 1 Butter Knife; 1 Sugar Spoon. In anti-tarnish gift chest.

**26.50**  
Set

## ROGERS SILVER



WM. A. ROGERS SILVER  
Made by One

## 1.S-1734 • 34-Piece Service

A best seller for years—Service includes: 8 Teaspoons; 8 Dessert or Soup Spoons; 8 Forks; 8 Dinner Knives; 1 Sugar Spoon; 1 Butter Knife. Silver-plated with extra overlay of points. Luxurious anti-tarnish chest.

**8.00**  
Set

# SILVER FEATURES

**I.S.-2596 • Crosby Silver Plate—Exclusive Lorna Pattern—96-Piece Service in Luxurious Natural Wood Chest**

**Guaranteed Silver-Plated Flatware**

Took all of Everbrite's merchandisingenuity and tremendous purchasing power to create so fine a silverware set at low a price. Every piece warranted for 10 years. Exquisite Lorna Pattern. Heavily silver-plated on 18% nickel silver. Truly blue for volume. Consists of: 16 Teaspoons; 8 Dinner Forks; 8 Soup or Dessert Spoons; 8 Hollow Handle, Stainless Steel Knives (Mirror Finish); 8 Salad Forks; 8 Butter Spreaders; 8 Iced Tea Spoons; 8 Bouillon Spoons; 8 Coffee Spoons; 8 Butter Forks; 3 Serving Spoons; 1 Gravy Spoon; 1 Berry Spoon; 1 Cold Meat Fork; 1 Sugar Spoon; 1 Butter Knife. Complete with beautiful, new classic Lorna Pattern. Wood chest—natural finish. Anti-tarnish lined. **10.95** Set

**I.S.-2505 15-PIECE SET** Anti-tarnish Chest  
**I.S.-2507 50-PIECE SET** In Anti-tarnish Chest

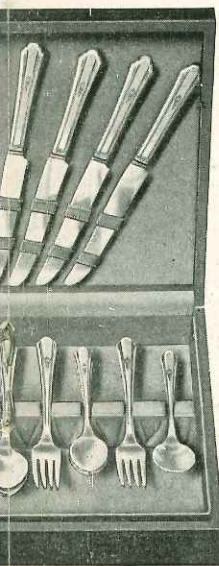
16 Teaspoons  
8 Soup Spoons  
8 Dinner Forks  
8 Salad Forks  
8 Dinner Knives (Stainless Steel, Mirror Finish)  
1 Butter Knife  
1 Sugar Spoon  
1 Butter Knife

**2.45** Set

**4.35** Set

With H. H. Knives **3.75** Set  
With H. H. Knives **5.95** Set

**SILVER SPECIAL!**



**SILVER OVERLAIN**  
Acida, Ltd.

**Paramount Pattern**  
Service for Eight

—and still going strong.  
Spoons; 8 Dinner Forks; 8  
H. H. Dinner Knives—  
1 Butter Knife. Silver-  
of pure silver at wearing  
dish gift chest.

**00**  
Set

**I.S.-2501 • Original Wm. Rogers Mfg. Co. Sectional Silverplate • 26-Piece Service for Six—La Salle Pattern**

"WM. ROGERS" MANUFACTURING CO. is synonymous with superlative silverplate. This particular set is just about the most beautiful . . . the most serviceable set they've turned out in years. Reenforced plating at the vital points of greatest wear. Consists of: 6 Teaspoons; 6 Soup or Dessert Spoons; 6 Dinner Forks; 6 Dinner Knives (Stainless Steel); 1 Butter Knife; 1 Sugar Spoon. Complete with anti-tarnish gift chest. **4.95** Set

**I.S.-2550H—With Hollow Handle Knives, 6.25** Set

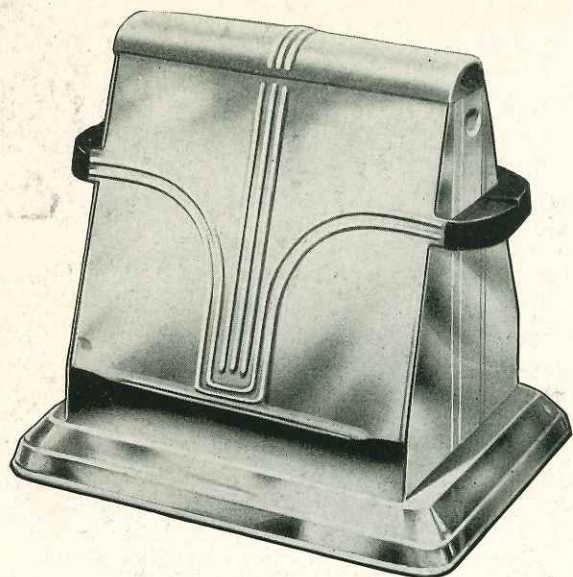
**I.S.-2508—With Model Handle Stainless Knives, Mirror Finish. 38-PIECE SET 6.85** Set

**With H. H. Knives 8.25** Set

(Consisting of Regular Service for 6, As Illustrated, Plus 6 Additional Tea Spoons and 6 Salad Forks)

**I.S.-2501**

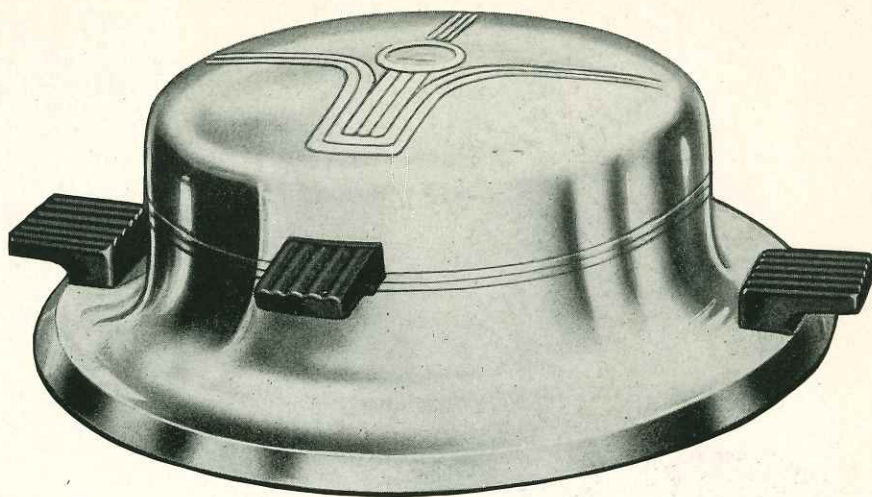




**I.S-366 • Everbrite Toaster—Chrome**

Everbrite's matched appliances have caught the fancy of smart hostesses. This lovely toaster harmonizes with the Waffle Iron and Grill shown on the right and below. Walnut handles. Lowering door automatically turns toast. Base and ends finished in glossy black enamel. A business-builder!..... **1.35** Each

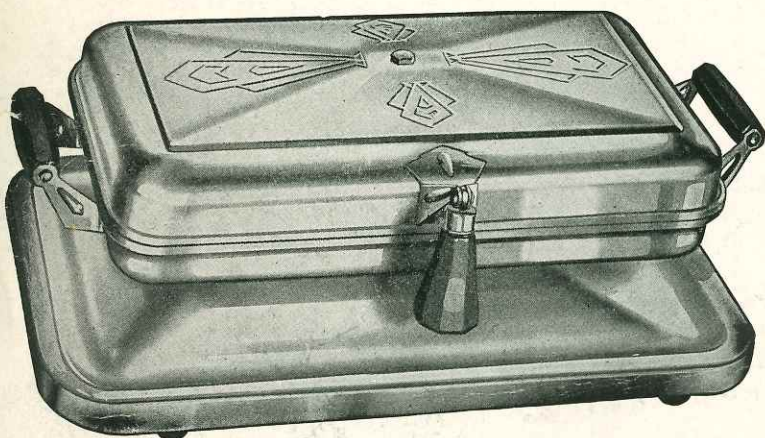
I.S-365—Same as above, all chrome.....\$1.65 Each



**I.S-375 • Everbrite Waffle Iron—Chrome**

A magnificent creation. Modernistic matched design will help you sell two units instead of just a waffle iron. (See matched toaster and sandwich grill on this page.) Silver finish cast aluminum grids—7". Accurate clock heat indicator. Walnut handles..... **2.45** Each

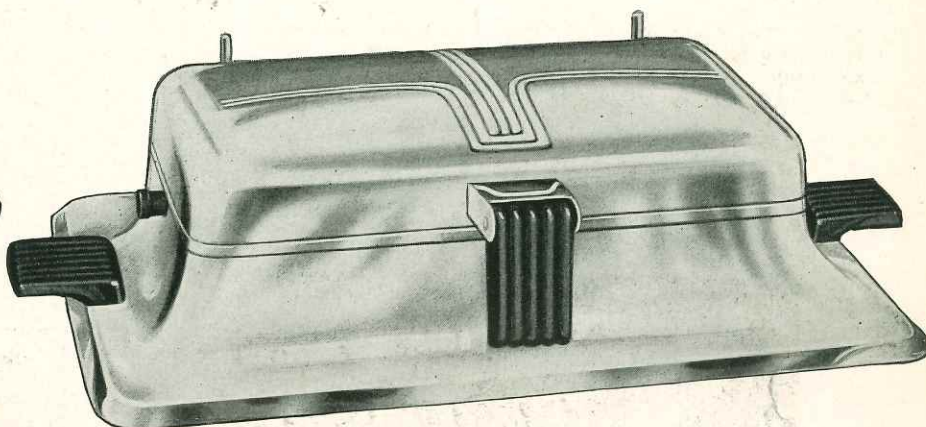
I.S-376—Same with 8" Drip Ring Grids.....\$2.95 Each



**I.S-55 • Everbrite Sandwich Toaster**

Here is a proved best seller that yields more profits because of its unusually low price. Toasts, broils, grills, etc. Richly engraved top. Finished in chrome. Guaranteed mechanically. Large tray base **2.00** Each

I.SS-555—Same as above with Waffle Grids.....\$3.00 Each

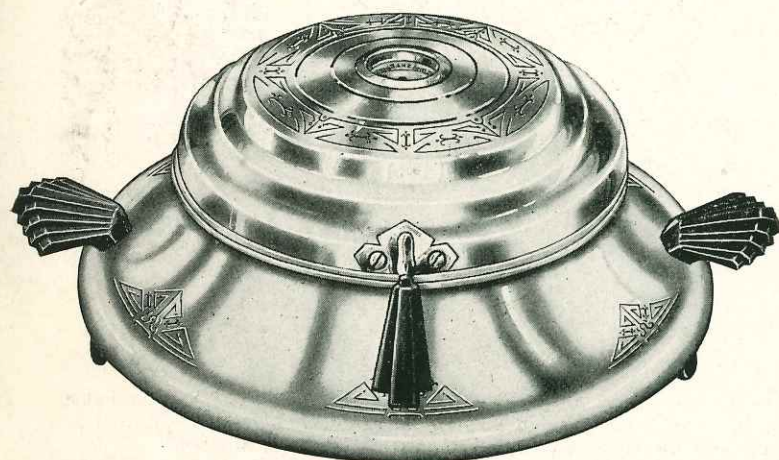


**I.S-370 • Everbrite Sandwich Toaster—Chrome**

A shining example of Everbrite merchandising. Modernistic matched design—same as toaster and waffle iron shown above, which will help you make two sales instead of the usual one. Large, heavy gauge steel grids—10 $\frac{1}{8}$ "x5 $\frac{5}{8}$ ". Chrome-plated drip cup. Walnut handles **2.95** Each

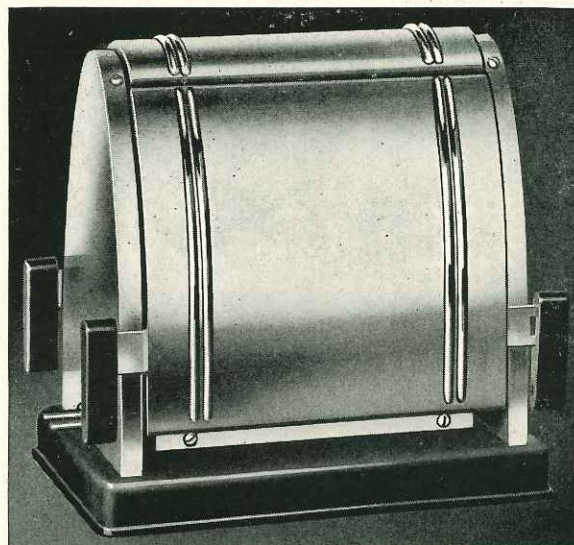
I.S-371—Same as above with Waffle Grids.....\$3.95 Each

I.S-368—Sandwich Toaster with 8 $\frac{5}{8}$ "x5 $\frac{1}{2}$ " Grids.....\$2.45 Each



**I.S-707 • Everbrite Waffle Iron—Chrome**

The equal of any waffle iron in looks and performance. But in price—it is lower than the others. Artistically etched top. Bakelite handles. Perfect waffles assured by heat indicator. Order a quantity—**2.25** Each for PROFITS! .....



**I.S-203 • Streamlined Toaster—Chrome**

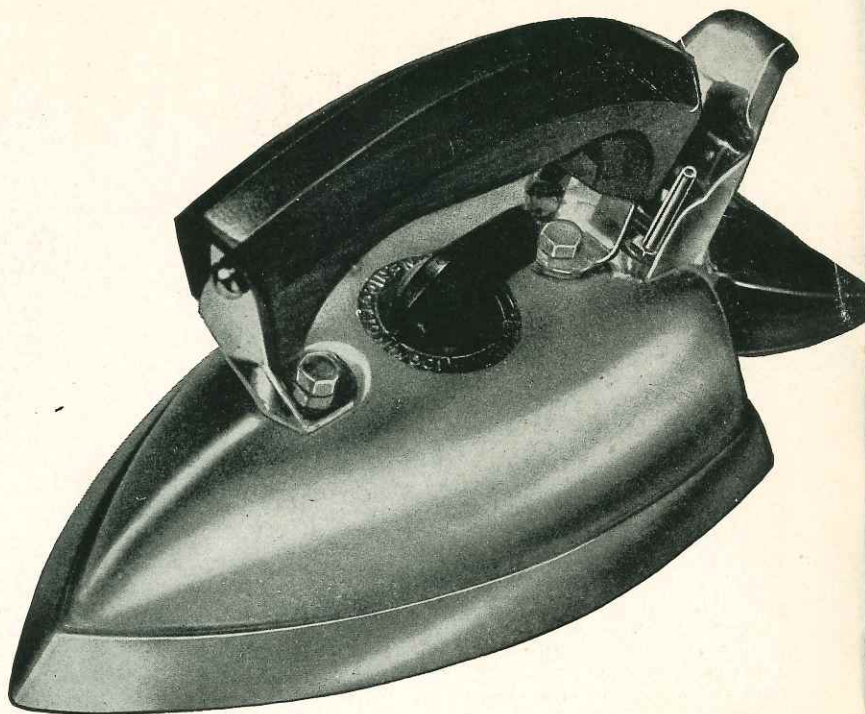
The last word in smartness. Its sleek, modern lines will win the feminine vote. Finished in chromium with genuine Bakelite handles and black base. Touch of handle automatically and positively turns toast when sides are lowered. Operates on A.C. or D.C. Complete with cord **2.10** Each



**1.S-1300 • Electric Urn Set—4 Pieces—Chrome**

The low price is just one of its many talking points. Gracefully shaped urn finished in chromium with ebony or red handles. Cold water pump. 9-cup capacity. 12¼"x18½" tray. Worthy of intensive promotion at this price.....

**5.45**  
Set



**1.S-350H • Automatic Electric Iron—With Finger-Tip Adjustable Dial**

A quality-built item with features ordinarily found only on the most expensive irons. Marked down to about half the price such a feature ordinarily commands. Extra large ironing surface. Heavily chrome plated. Comfy-grip walnut handles. A mere turn of the DIAL—and the heat is adjusted to the right temperature for every fabric. Order this sales-producer NOW!

**1.85**  
Each

In Lots of 24, F.O.B. Winsted, Conn.

Smaller Quantities, \$1.95 Each (Newspaper Mat Available)



**1.S-501 • Hamilton Beach Food Mixer and Juicer Model D**

Introducing the finest and the most beautiful mixer and juicer made today. Only the Hamilton Beach mixer offers the housewife so many practical advantages: 1 to 15 speeds; powerful motor that lifts easily with one hand; guarded beaters, etc. Opaque glass bowls in ivory. Bakelite handle. Operates A.C. or D.C. Suggested Resale \$22.65 .....

**13.59\***  
Each  
\*In units of 3

Individual Price, \$14.72 Each

Mats Available



**1.S-80 • Power Chef Electric Mixer and Juicer**

A mixer that will build your profits and your prestige for value. Mixes, beats, whips, extracts juices. Sturdy five-speed motor. Rotating platform makes mixing easier. Silver satin finish. Stainless steel beater blades. At this amazingly low price.....

**5.95**  
Each

In Lots of 6, F.O.B. Buffalo, N. Y.

Smaller Quantities, New York Stock, \$6.25 Each

Mats Available

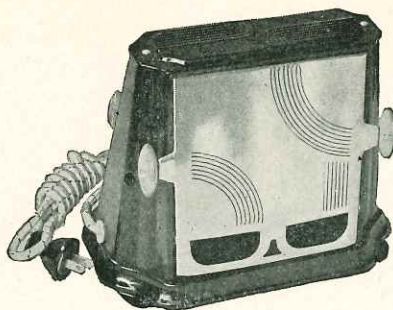


**I.S-915 • "Yacht Club" Cocktail Set**

If you're seeking an item that combines maximum quality at a minimum price, here it is. 30-oz. shaker has chrome cover. 6 Roly-Poly glasses; ice pail and tongs; and a 15½"x10½" oblong chrome tray. Charming sailboat decorations on blue glass.....

**1.25** Set

In Units of 12, F.O.B. Brooklyn, N. Y.  
Individual Price, \$1.35 Set



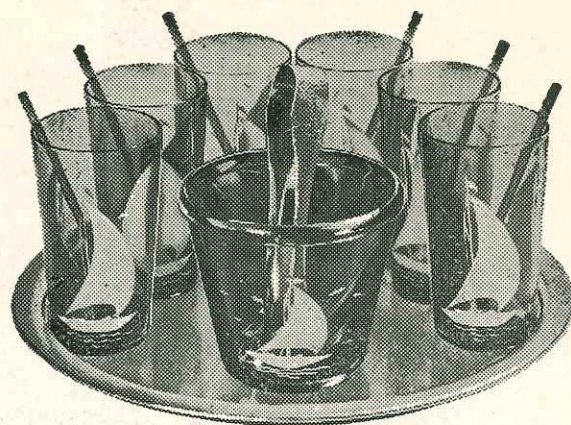
**I.S-680 • Turn-A-Slice Toaster**

Chrome and black finish. Torpedo shaped ivory handles, with cord to match. It represents the biggest value in the field. Genuine mica element. Toast turns itself

**75¢** Ea.

In Units of 24, F.O.B. Winsted, Conn.

Individual Price, 80c Each

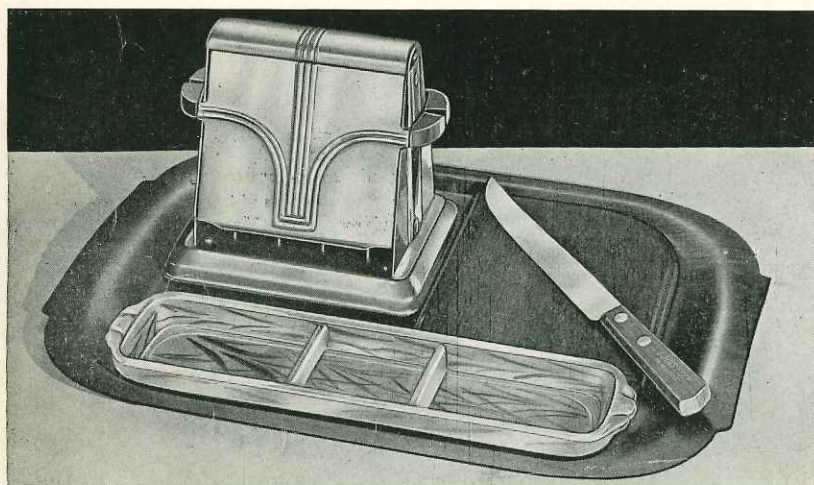


**I.S-375 • 15-Piece Refreshment Set**

Hundreds of value-wise jewelers are using this feature as a leader to bring customers into the store. Six 9-oz. high-ball glasses; six glass muddlers; polished ice tongs and ice tub; plus a glittering round chrome tray —12¼". PACKED IN UNITS OF 12 SETS....

**7.80** Doz. Sets

Minimum Shipping Unit 12 Sets



**I.S-3655 • Everbrite Hostess Set**

We present in our Matched Appliance Line a complete Hostess Set, consisting of the All-Chrome Everbrite Toaster on a genuine Haskellite tray. Special walnut Bread Board, genuine Geneva Forge, Burns Edge Crucible Steel Bread Knife, 3-Compartment Crystal Relish Dish....

**3.25** Set



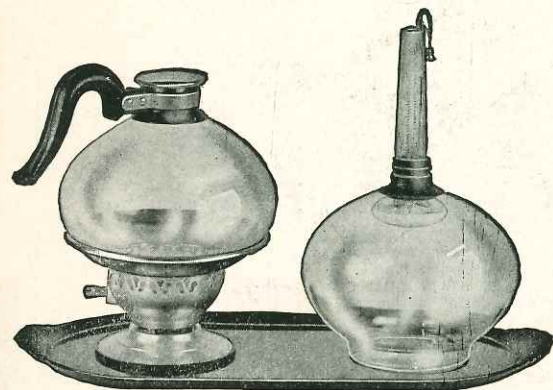
**I.S-547 • Breakfast Ensemble—5 Pieces**

Use this feature as a springboard to lift your volume this January. It has class—and it's priced for the mass. Polished chrome tray with handle. Blue glass sugar, salt, creamer and pepper. Chrome cover on sugar.....

**55¢** Set

In Units of 12

Individual Price, 60c Set



**I.S-EC8 • Genuine Silex Electric Set 8-Cup Capacity**

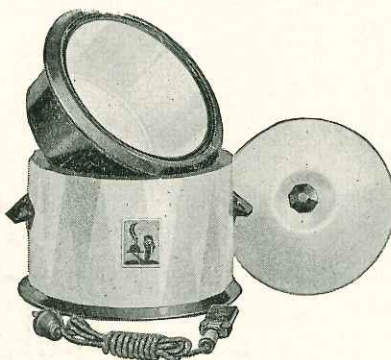
Coffee drinkers everywhere know what a marvelous item the genuine Silex is. And at this price, it offers you a substantial profit. Genuine Silex glass coffee maker with electric stove. Buffet tray of a hundred uses furnished FREE WITH EACH UNIT. In black or red to match Silex.....

**2.97** Set

I.S-EG8—Same as above in Gas Model, \$1.77 Set

These prices apply on our current stock only. After Feb. 28, the price of the tray will be 35c additional.

**SELL ALL YEAR 'ROUND COOKING HAPPINESS**



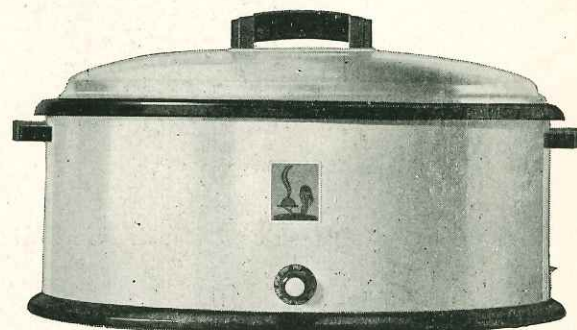
**I.S-B40 • Nesco Casserole Electric Steam Cooker**

Cooks an entire meal at one time. Features a removable cooking well which is as easy to clean as china plate. Dry steams vegetables without water. Porcelain enameled in ivory and black color combination. Profits assured at this special price.....

**4.50** Each

In Units of 3

Individual Price, \$4.87 Each



**I.S-96 • Nesco Roastmaster—Electric**

Here's a kitchen wizard that takes care of the entire family dinner at one time. Nesco full-meal-capacity feature makes this possible. Signal-light heat-control does the "pot watching." Stainless steel insulated covers. A value for volume profits.....

**13.50** Each

In Units of 3

Individual Price, \$14.62 Each



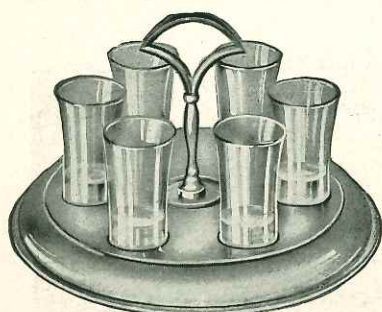
**1.S-180 • Cocktail Set—8 Pieces**

Looks, performs . . . and will last as long as the most expensive sets. Build, not only your profits, but also your prestige, with this beautiful service. Stainless chrome plate. 2-quart shaker. Fluted design. 6 chrome goblets. **2.95** Set



**1.S-25 • Stainless Chrome Cocktail Set—8 Pieces**

This feature has exceeded even our fondest expectations. Its rapid turnover will amaze you, too! A deluxe service featuring a two-quart shaker plus 6 chrome goblets. 17" oblong tray to match. An unbeatable value! **3.35** Set



**1.S-608 • Cordial and Whiskey Set Chrome Plated**

6 beautifully colored green and rose sham bottom glasses fit in a smart chrome-plated tray—9" in diameter. Packed 1 dozen sets to a shipping carton. Perfect for January promotion **50¢** Set  
In Units of 12

Minimum Shipping Units 12 Sets



**1.SB-7622 • Pyrex Casserole Chrome Frame**

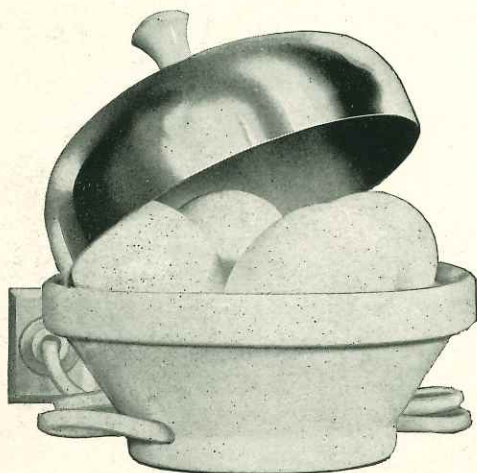
Matchless beauty—at a price that you can't equal anywhere. Cut glass cover. Delicately pierced design. 1-quart capacity. Diameter 7" **1.25** Each

**1.SB-8**—Same as above, 8" diameter, 1½ quarts, \$1.50 Each



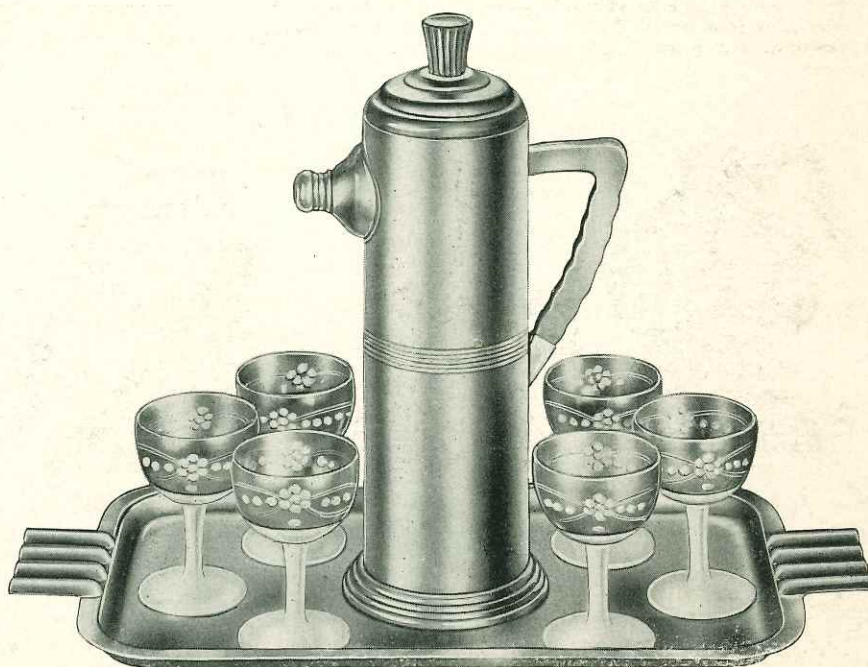
**1.S-2127 • Crystal Glass Bon-Bon Dish**

A brand new feature blessed with beauty and a remarkably low price. Chrome tray with richly engraved handle—pierced design. Crystal glass insert is artistically shaped. Specially priced. **65¢** Ea.



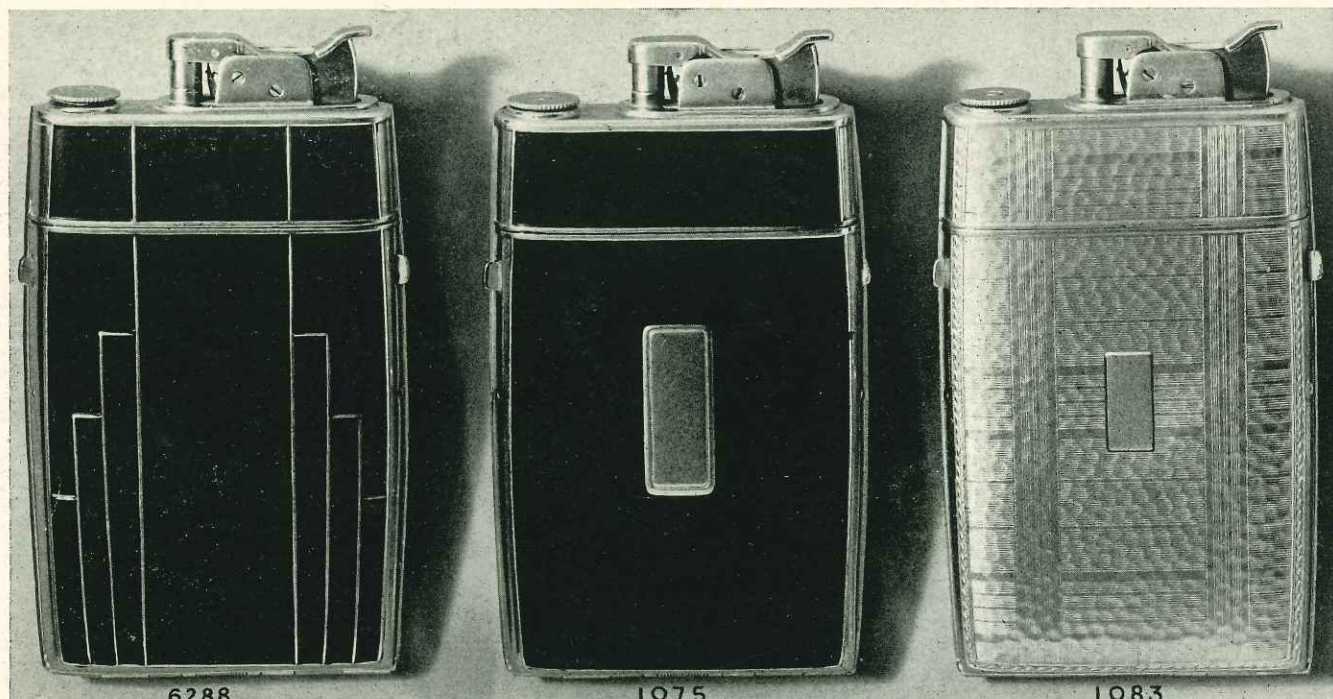
**1.S-794 • Egg Cooker—Automatic Electric**

Boils, poaches, or scrambles eggs in live steam. Starts instantly—shuts off automatically when eggs are cooked just right. No moving parts—no mechanical trouble at any time. Four-egg capacity. Ivory base, top and cord. Flashing chrome dome. An excellent leader for volume sales. **1.23** Each



**1.S-32 • Cocktail Service—8 Pieces—Chrome**

1½-quart chrome shaker with genuine catalin handles and knobs, in Red, Black, or White. Six ruby cut glass goblets with charming white-frosted stems. Chrome tray with fluted handles. A superlative feature! **3.75** Set



EVANS CIGARETTE CASE AND LIGHTER COMBINATIONS

1.W-6288

**2.25**  
Each

1.W-1075

**2.00**  
Each

1.W-1083

**1.50**  
Each

The Leader has hand-picked these three outstanding features—the fastest sellers in the entire Evans Line. They work as well as they look . . . and they look like a million.

LA TAUSCA PEARLS\*

Pearl Necklaces are again in vogue. The supply of trade-marked pearls for Xmas was not sufficient to meet the demand.

1.W-603—Trio Ceylon Quality in Gift Box ..... **75c** Each

1.W-602—Same in 2 Strands in Gift Box ..... **65c** Each

1.W-601—Same in 18" Single Strand in Gift Box..... **60c** Each

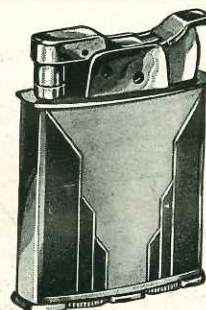
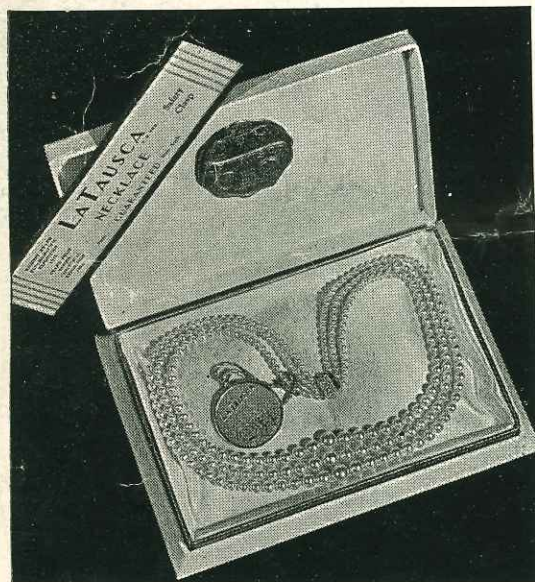
Special in Assortment of 12

4—Single  
4—2-Strand  
4—3-Strand

**7.50**

For Assortment of 12

\*Simulated



1.W-481 • Evans  
Trigolighter

COLORS: Black Shaded;  
Green Shaded; Red  
and Black

Works automatically —  
and lights every time. In-  
destructible enamel with  
chrome touches.

**1.25**  
Each

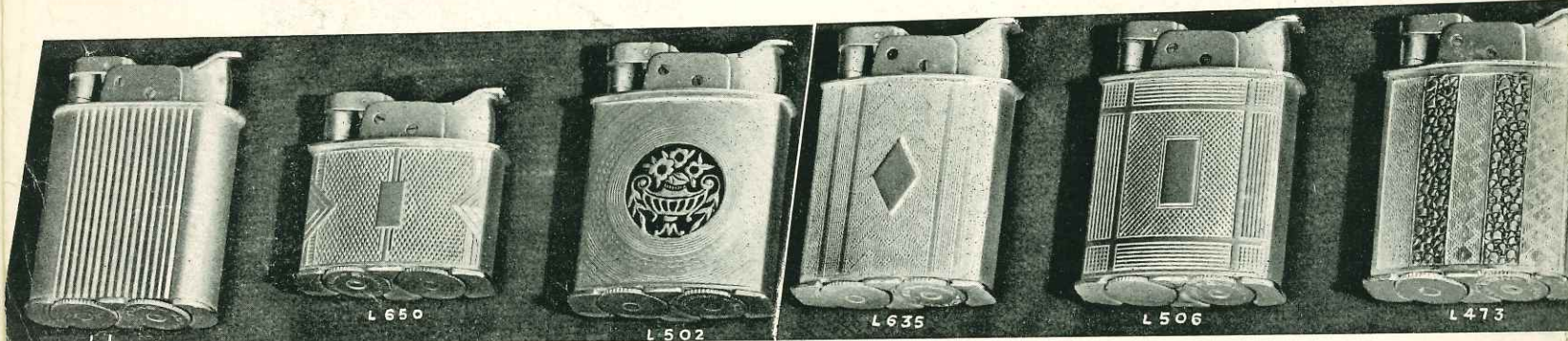


1.W-467 • Evans  
Trigolighter

COLORS: Black Shaded  
Green Shaded

As dependable . . . as good  
looking as lighters man-  
times its price. Chrom-  
trimmings. Indestructible  
enamel.

**1.25**  
Each



1.W-L1

**60c**  
Each

1.W-L650

**75c**  
Each

1.W-L502

**75c**  
Each

1.W-L635

**75c**  
Each

1.W-L506

**75c**  
Each

1.W-L473

**72c**  
Each

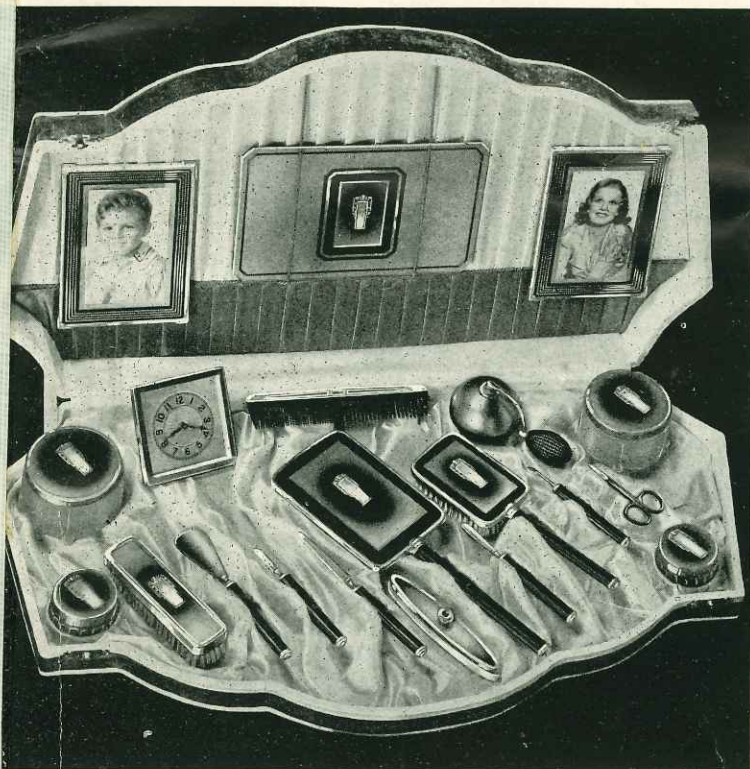
EVANS TRIGOLIGHT LIGHTERS

Perfect for dollar-day promotions. Each and every one is quality constructed throughout. Finished in indestructible chrome.



**F-106Z • “The Journeyman”—Genuine Leather 9-Piece Men’s Zipper Dressing Case**

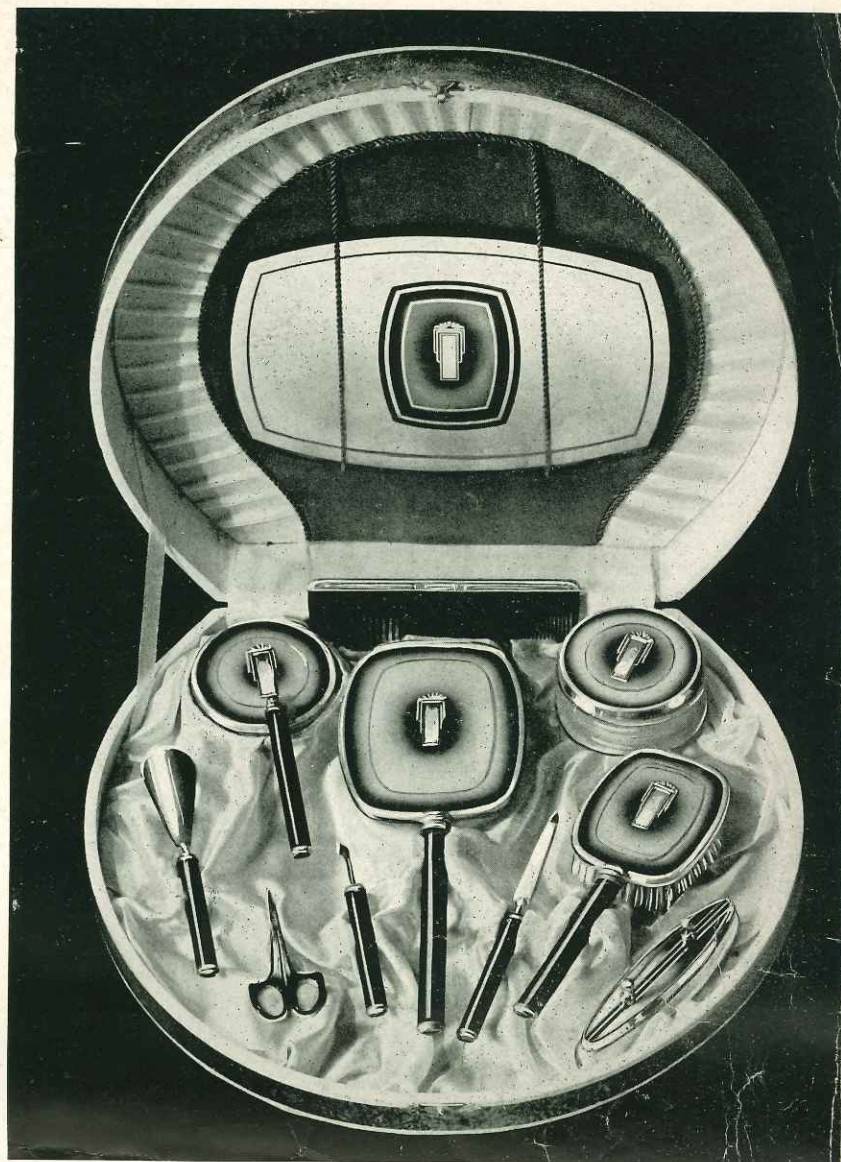
A example of Everbrite’s purchasing strength. Only quantity purchases could have made this low price possible. Chrome trimmed in black or Brown shaded. Cases, in matched colors, feature the new stand-up cover improvement..... **2.95** Case



**1.F-3D-20 • 20-Piece Dresser Set—“Princesse” Pattern**

*COLORS: Black, Green, Orchid—All Shaded*

Constructed as carefully as if it were truly made for a queen. Styled in enamel, chrome trimmed, with an applied chrome shield for monogramming. Luxurious rayon presentation case. Exceptional low price!..... **8.95** Set



**1.F-8D-11 • 11-Piece Dresser Set—“Arista” Pattern**

*COLORS: Black and Cream; Green and Orchid Shaded*

Paris inspired beauty matched by the ultimate in craftsmanship. Applied chrome shield for engraving. Fashioned of enamel, chrome trimmed and cushion shaped. French bevelled glass mirror. Includes rayon presentation case ..... **5.95** Set



**1.F-102Z • “The Fieldman”—Genuine Leather—7-Piece Men’s Zipper Dressing Case**

The last word in traveling luxury. With the new, improved stand-up case. Quality fittings—black ebony finish throughout. A value for volume ..... **1.65** Each

FEATURING THE STYLE COLOR FOR 1937 . . . CORONATION RED

Everbrite leads again! First to present the style flash for 1937—CORONATION RED and GILT.  
the first to display and feature these smart new clocks



1.C-151 • Ingraham Eagle  
1-Day Alarm Clock

**75c**  
Each

*COLORS: Coronation Red and Gilt (the predominant combination for 1937). Also Black and Nickel; Gilt and Nickel; Ivory and Gilt; and Bronze and Copper.*

An old friend in new colors. Smart cushion shape and sturdy base. Accurate movement. Promises to repeat its sensational success in 1937.

Order a quantity.  
**RETURN TO  
DESIGN DIV**

1.C-151—Eagle

Note:—The Eagle Illustrated in Above Clock Does Not Appear on the Dial.

### 1.C-1937 • Everbrite Square Owl Alarm

*COLORS: Coronation Red (the predominating color for 1937)  
Ivory, Black, Green*

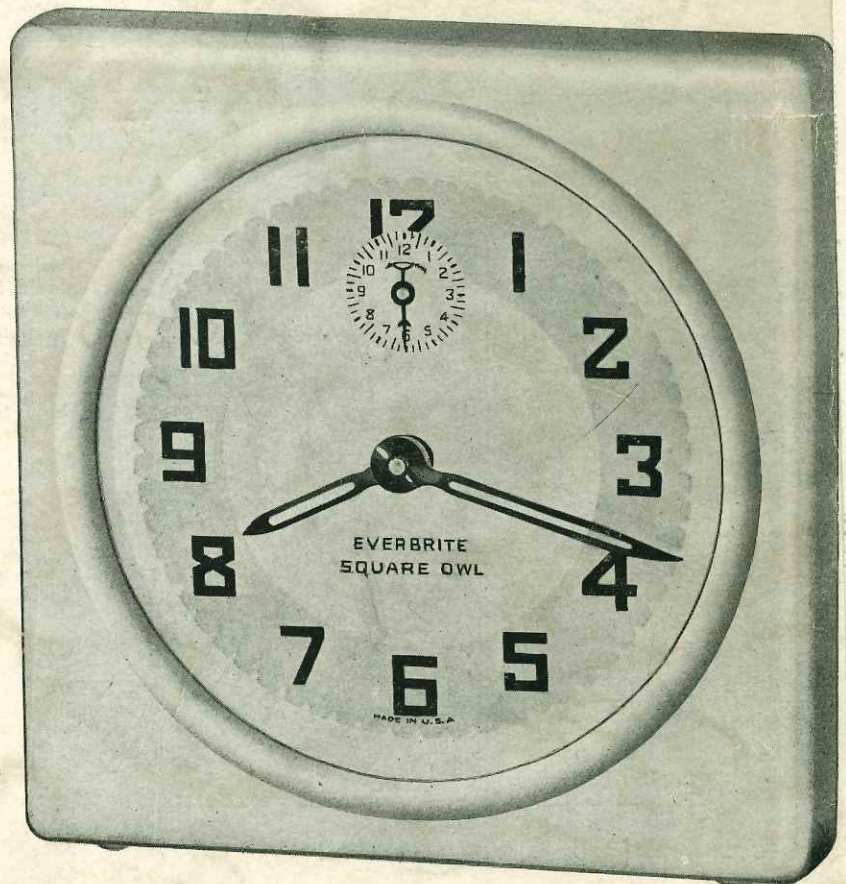
Introducing a luxurious new alarm at a price that assures you of generous profits. Ivory tone dial. Black numerals on gilt track. Smart, modernistic hands.

**75c**  
Each

In Case Lots

Packed 50 to a case—14 Ivory  
18 Black  
12 Green  
6 Red

In Less Than Case Lots, 78c Each



1.C-1937—Square Owl

**TERMS:** On approved credit—Net 30 days—F.O.B. New York. 20% deposit required on C.O.D. shipments. Prices subject to change without notice.

Bulletin No. 1—19

**COHEN & SONS CORP. 584-586 BROADWAY, NEW YORK**